



Entrepreneurial
Special Interest Group

Not Your Father's Alternative Financing

May 25, 2010

Emerging Enterprise Center at Foley Hoag

■ **Program Description**

With funding opportunities diminishing and no foreseeable increase in private equity financing in the near future, this meeting will provide an introductory and broad overview of numerous alternative financing methods. This meeting is intended as an introduction. MDG, being a community of medical device industry professionals, and a focal point for relevant resources, the Entrepreneurial Special Interest Group of MDG, MDGent SIG, intends to organize and become a source for alternative financing methods. Near the end of the meeting MDGent SIG will provide separate areas for discussion and signup sheets for those interested in forming workgroups to delve into the details of each funding method. The compilation of each workgroup's results will become a repository of alternative financing methods for MDG members.

■ **Moderator**

Seth Wilson, Attorney, Bulkley, Richardson and Gelinas

■ **Panelists**

Martin Sklar, President and CEO, Automated Medical Instruments, Inc.

Reed Malleck, CFO, Avidyne Corp.

Itamar Chalif, Founder, Atlantic Capital Solutions

David Broadwin, Partner, Foley Hoag LLP

Alan Silver, Part-time CFO

■ **Agenda**

5:30	Registration, informal networking, buffet dinner
6:15	Presentations
7:15	Moderator Q&A
7:30	Audience Q&A
8:00	Breakout sessions and workgroup sign up
8:15	Wrap-up and adjourn

■ **Entrepreneurial SIG Mission**

Our mission is to foster entrepreneurship; foster development of new medical technologies and services; assist entrepreneurs in evaluating potential projects; optimize the chance of success of any proposed project; optimize the opportunity for all involved; optimize success of the process; provide a networking node for key stakeholders; and finally, become financially self-sustaining.

■ Biographies



Seth Wilson

Seth Wilson litigates complex patent, trade secret, trademark, copyright, Internet, and other intellectual property and commercial disputes in state and federal courts and before administrative bodies with millions of dollars and core technology at stake. A patent attorney licensed to practice before the U.S. Patent and Trademark Office, he also prosecutes and advises clients on trademarks, patents, and Internet issues both nationally and internationally, including providing non-infringement, patentability, and other opinions. Mr. Wilson negotiates technology transfer and licenses from software to medical technology to branding, as well as many other types of agreements. He also advises clients broadly on the strategic aspects of intellectual property in their business. His clients span the spectrum from individuals and emerging growth companies to multinational and foreign companies and their subsidiaries. Their products range from medical devices, research, and cancer treatments to Internet-based and brick-and-mortar-based services to firearms, biofuels, alternative energy, construction, and gas plumbing devices.



Marty Sklar

Marty Sklar is president and CEO of Automated Medical Instruments, Inc. of Needham, a medical device firm developing products from concept through commercialization. Present work includes the development of an innovative, minimally invasive platform system for treating cardiac arrhythmias. Sklar co-founded two medical device consulting companies AlvaMed, LLC., and Medical Development Partners, LLC. As a medical device professional, Sklar consults on unmet needs, invention, patents, strategy, management, business and product development of medical products. He also has experience in developing surgical, image guided, automated laboratory equipment, along with more recent work in development of micro-needle and microelectrode technologies for drug delivery and pain management devices.



Reed Malleck

Reed Malleck, CFO of Avidyne Corporation, was initially placed in his role as a partner at Tatum LLC, a nationwide executive services firm which he joined in 2007. Prior to this appointment, he was vice president of finance and operations for Healthwyse, LLC, a provider of integrated clinical and financial information systems for home healthcare providers. From 2002 to 2006, Malleck was co-founder, COO and CFO of Radianse, Inc., a developer of active-RF indoor positioning technologies for acute care health settings. From 2000 to 2002, he served as COO and CFO of GE Medical Systems Navigation and Visualization Inc. (formerly Visualization Technology, Inc.), a developer of image-guidance systems for minimally invasive surgeries. Malleck also held various senior operational and financial positions with several business units of Hewlett-Packard. He holds a B.S. in finance and an MBA from the University of Colorado.



Itamar Chalif

Itamar Chalif, founder of Atlantic Capital Solutions, is the quintessential “self-made man.” In his native Israel, Chalif was a successful management professional. He first came to the U.S. in 1991 to set up his company’s first American office. During this time, the Gulf War broke out, leaving the Middle East economy in chaos. Subsequently, his company folded. Despite knowing little English, Chalif made the decision to stay in the U.S. Through hard work and determination, he learned a second language and began a successful career in retail and equipment financing. In 2005, Chalif founded Atlantic Capital Solutions, Inc., a financing consulting practice. ACS was born from his observation that all too often small business owners go directly to financing sources to obtain capital, relying solely on the lender to advocate for them. In addition to helping his clients strategize and secure financing, he empowers them to seize control of future growth decisions.



David Broadwin

David Broadwin, a partner at Foley Hoag and a member of the firm’s executive committee, heads the Emerging Enterprise Center. He focuses on representation of venture financed technology companies as well as buyers and sellers of public and private companies. Broadwin counsels clients across a broad range of business transactions, including venture capital financings, public offerings, private placements, PIPE (private investment in public equity) transactions, bank financings, and a variety of start-up company issues.



Alan Silver

Alan Silver has worked as the part-time chief financial officer for over 50 technology start-ups over the last 14 years. He helps companies with raising money, installing accounting systems, accounting management, financial reporting, financial planning & analysis, cash management, banking relations, CPA relations and general business advice. Silver has an MSM degree from the MIT Sloan School of Management. He is the treasurer of the IEEE Entrepreneurs’ Network and is an occasional panelist at MIT Enterprise Forum Start-up clinics.